

ORDER



Orders	Order / Rev:	719329
	Alt Order #:	06358456
	Product Desc:	OBAMA SCHED C
	Estimate:	1904
	Flight Dates:	10/23/12 - 10/29/12
	Original Date / Rev:	10/19/12 / 10/19/12
	Order Type:	Political

WUSA

Primary AE:	Aaron Ashe
Sales Office:	T-WAS
Sales Region:	NAT

Agency	Name:	Greer Margolis Mitchell/ Pol
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		3050 K St NW
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	WEEKLY
Agency Commission:	15%

Advertiser	Name:	Obama/D/President
	Demographic:	A35+
	Product Codes:	PL-Presidential,Political,PL-Federal
	Priority:	P-5
	Revenue Codes:	AGY, GEN, POL

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/22/12	10/28/12	50	\$86,100.00	\$73,185.00	October 2012	50	\$86,100.00	\$73,185.00	0.00
10/29/12	11/04/12	13	\$16,650.00	\$14,152.50	November 2012	13	\$16,650.00	\$14,152.50	0.00
					Totals	63	\$102,750.00	\$87,337.50	0.00

Totals

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Aaron Ashe Start Of Order - End Of Order 100%

Order / Rev: 719329
Alt Order #: 06358456
Flight Dates: 10/23/12 - 10/29/12

Advertiser: Obama/D/President
Product Desc: OBAMA SCHED C
Estimate: 1904

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
N 6	WUSA	10/23/12	10/29/12	4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	5	\$1,200.00	P-1	0.00	NM	5	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/23/12 10/29/12 MTWTF-- 5 \$1,200.00 0.00															
7	WUSA	10/23/12	10/29/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	MTWTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/23/12 10/29/12 MTWTF-- 3 \$450.00 0.00															
8	WUSA	10/23/12	10/29/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MTWTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/23/12 10/29/12 MTWTF-- 3 \$500.00 0.00															
9	WUSA	10/23/12	10/29/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/23/12 10/29/12 MTWTF-- 3 \$300.00 0.00															
N 10	WUSA	10/23/12	10/29/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/23/12 10/29/12 MTWTF-- 3 \$1,200.00 0.00															
N 11	WUSA	10/23/12	10/29/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/23/12 10/29/12 MTWTF-- 3 \$1,500.00 0.00															
N 12	WUSA	10/23/12	10/29/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/23/12 10/29/12 MTWTF-- 5 \$1,500.00 0.00															
N 13	WUSA	10/28/12	10/28/12	CBS Evening News Sun	CM	6-630P	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 -----S 1 \$1,500.00 0.00															
N 14	WUSA	10/28/12	10/28/12	9 News @ 630p Sun	CM	630-7P	-----S	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 -----S 1 \$900.00 0.00															
N 15	WUSA	10/23/12	10/29/12	Entertainment Tonight	CM	730-8P	MTWTF--	:30	5	\$3,000.00	P-1	0.00	NM	5	\$15,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/23/12 10/29/12 MTWTF-- 5 \$3,000.00 0.00															
N 16	WUSA	10/23/12	10/23/12	Tue Prime A NCIS	CM	8-9P	-T-----	:30	1	\$20,000.00	P-1	0.00	NM	1	\$20,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 -T----- 1 \$20,000.00 0.00															
N 17	WUSA	10/27/12	10/27/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 -----S- 1 \$4,000.00 0.00															

Totals

63 \$102,750.00